

THE IMPLEMENTATION OF LEADER INTERPERSONAL COMMUNICATION IN CENDANA COLLEGE MEDAN

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ABSTRACT

Problem in this study is how the leader in the context of leadership in this case the director implements interpersonal communication which includes, openness, supportiveness, empathy and equality in Cendana College. The purpose of the study was to determine and describe The Interpersonal Communication in an effort to build and improve performance in Cendana College Medan, so become the best college category in the ranks Kopertis 1st Region, North Sumatera and Aceh. Techniques of data collection is done by Observation technique, in dept interviews and the review documentation. To analyze the data used steps there are exposure data, data reduction and inferences. They performed with a test of certainty. Based on the research analysis results and discussion can be concluded research findings among others. The leader of Cendana Colleges in this case the director has done a good leadership in term of the interpersonal communication togetherness, warmth, comfort, valued in doing each task. From the findings of study, it is suggested that implementation of interpersonal Communication are maintained and further enhanced with the consistent Implementation of Interpersonal Communication.

Keywords: Openness, Supportiveness, Positiveness, Empathy, Equality

INTRODUCTION

In long history of human, communication become an important prerequisite and holding the role, without a communication interaction between a man on individual, group and organization can't possibly be done. Human in this social life using the various communication depend on culture and individual interests. Marissan (2010:20) giving some identification form of communication which are 1) Intrapersonal Communication, 2) Interpersonal Communication, 3) Group Communication, 4) Organization Communication, 5) Mass Communication. From above communication forms that become the study for this research is Interpersonal Communication, which is how the leader strategy way to implementation the effective communication in the organization until all jobs can be propitious and full of responsibility performance.

Interpersonal communication is the basic of various converses in organization. An effective communication will give the big benefit for the smoothness of the organization function. The meaning of interpersonal communication is an individual communication that has bounding relation. Suranto (2011:1) said, interpersonal communication often considers as minor affair, because always done in daily life. Because communion consider as minor affair, people like to underestimate and neglect it and the consequently is the fall of self-image and reputation. In essences interpersonal communication become the veins for the pulse of life also as the main power to create defines and understanding between peoples. Interpersonal communication can build people converse, coordination and teamwork become productive,

dynamics, innovative and link it with the organization purpose with the level of member participation and dynamics of community progress.

College Leader, Rector, Dean, although a Director must have a commitment, not tossed by the rushing communication messages that will be affect their self and way of working become not productive. A leader is requiring having a good self-skill, be wise, able to be a good listener and firmly act on all communication messages appropriately. Leader must have skill in process information and showing effecting speaking with who he is talking with interpersonal. As a leader, communication with effective way not only be needed but also be expected by others and organization member. But many leaders ignore it, so the relation with the subordinates become not good, complement with outdated management style, inability to work with others will affect toward organization purpose. Great leader consistently strives to strengthen their interpersonal communication competencies with building and keep the open, supported, collaborative relationships with others in organization. As leader, communication is vital to run his organization wheel, because when communication not run good, the leader will difficult to know the job skill, performance and organization behavior from the company that he lead. Sunarto (2004:192) said, communication helps motivation development by explain to employee what they need to do, how to work well and what need they do to improve the work performance if it still below the standard. To implementation interpersonal communication of college leader absolutely has good leadership and management, otherwise it would be fatal, and will face some obstacles in producing good human resources and in the end the college will be abandoned and closed.

Comfortable environment is felt when there is a polite greeting between the college, between the lecturer and the employee, between the subordinates and superiors contrariwise. Each time entering this academy there is intimacy, hospitality, openness, togetherness, empathy that always felt in this institution. All activities are seen together, smooth and orderly, discipline start with college student attendance, lecturer must be on time, varied learning methods, supported with the good media is very concerned by this college management. These kinds of background inspire a great curiosity to do research. What are become the boosters for civitas academica until they have very significant awareness, the other hand Cendana College is one of the best academy compare with the similar academy surrounding Kopertis region 1.

RESEARCH FOCUS

Based on above background, this research focus on problem implementation of leader interpersonal communication at Cendana College Medan referring to De Vito perfective in Fajar (2009:84) as follow; 1. Openness, 2. Supportiveness, 3. Positiveness, 4. Empathy, 5. Equality.

RESEARCH QUESTION

Starting from the problem background and above research focus then this question is emphasized into some aspects, as follow:

1. How the leaders in the context of their leadership context implement openness at Cendana College?
2. How the leaders implement supportiveness?
3. How the leaders implement positiveness in their leadership?
4. How the leaders implement empathy their leadership at Cendana College?

5. How the leaders implement equality their leadership at Cendana College?

THE OBJECTIVE

The objectives are to know and describe implementation of leader interpersonal communication at Cendana College Medan which is Cendana College openness leader, supportive leader, positiveness leader, empathy leader, and equality leader to civitas academica.

THE SIGNIFICANCE

The Theoretical Significance

- a. As a contribution of thought for the development of science in similar especially leadership strategy of college director in terms of interpersonal communication.
- b. This research result can become reference at least for further discussion about interpersonal communication.
- c. As a contribution thought to development of education science especially education administration science.

The Practical Significance

- a. For Cendana College, as information and input material to increase interpersonal communication in all aspects civitas academica.
- b. For Cendana College, as input material in taking policy and making decisions to keep an effective interpersonal communication atmosphere.
- c. For researches, as a comparable material to relevant research in the future.

CONCEPTUAL FRAMEWORK

One's leadership will be effective if he figures as communicator and good communicant at once so can motivate the subordinates to work harder. Interpersonal communication leadership in organization is a core work behavior for the organization. The more effective interpersonal communication of leadership can be the higher communication between one member to other members and member with leader. Each person has a sense of work and keep comfortable work atmosphere then the higher superior performance of member organization will be achieved. Indicator Interpersonal Communication, Openness, Positiveness, Supportiveness, Empathy, Equality (Devito, 2009)

Definition of Leadership

Basically, leadership is the process of social impact in interpersonal relation, decision making and objectives achievement. Soekarso (2008:17) said leadership of new paradigm is new professional leadership style which is build based on two principle philosophy they are, 1. Togetherness, and 2. Productive. It means a leader can't work alone with all sort of ideas but he need to build the teamwork from all varies skill from organization member and other people. Leadership is vital thing in organization. Jones in Sutarto (2006:1) said, organization is united group of people working for a common goal, under common leadership and with the proper tools. An absolute leader has the skill to implement in his every leadership. Suprpto (2011:143) and Mal Hutton in Rustandi (1987:54) adduce: 1) technical skills, 2) human skill, 3) conceptual skill.

Interpersonal communication skill by a manager will be characteristic by directed skill, motivated and effective cooperate skill with others. By having that skills, the organization he leads will be able to empower the resources in efficient and effective way. Able to do interpersonal relation with other, clear understanding the detail situation and environment, is there any problem, or is there any development and decline in all organization sector.

Definition of Interpersonal Communication

There are some definitions of interpersonal communication from communication expert such as DeVito (1992:11) said, interpersonal communication is defined as communication that takes place between two persons who have a clearly established relationship, the people are in some way connected. So interpersonal communication is like the communication between mother and child, doctor with patient, two people in interview session and etc.; Then Harjana (2003:35) said interpersonal communication is face to face interaction between two people or more, where the sender can direct in giving message and the receiver directly received the message. Others expert like Luthan (1995:424) the important things to emphasize in interpersonal communication is there are information transfer from one man to other man with objectives: 1. To learn outsider, 2. There is enclose relation with others, 3. To influence other attitudes and behavior, 4. To play, its mean including all pleasure or exclusive purpose activities, 5. To help people communication. Suranto AW (2011:19-21) reaffirms that the purpose of interpersonal communication has some various, some of them is (1) expressing concern to others, (2) found own self, (3) found outside world, (4) build and keep compatible relationship, (5) influence attitudes and behavior, (6) find pleasure or spending time, (7) eliminate losses due to wrong communication, (8) giving help.

Characteristic of Interpersonal Communication

Barnlund in rakhmat (2005:96) said interpersonal communication have below characteristic: 1. Spontaneous, 2. Not maintenance and unsystematic, 3. Accidentally, 4. Not pursuing a planned goal, 5. Performed by person whose membership is sometimes unclear, 6. Can happen in the past.

Aspect of interpersonal communication

De Vito in Sanjaya (2004:231) sees the effective characteristic of interpersonal communication from humanistic and pragmatism by: 1. Openness, 2. Empathy, 3. Supportiveness, 4. Positiveness, 5. Equality. Furthermore, De Vito in Riswandi (2009:89) express perspective to see an effective interpersonal communication as below: Humanistic perspective involve a. Openness, b. Positiveness behavior driven by descriptive and spontaneous, professionalism, defensive behavior involve evaluation, fix strategy, c. Supportive behavior, d. Empathy, e. Equality.

METHODS RESEARCH

Research approach

This research is using qualitative approach with the purpose to describe the research result and try to find a comprehensive picture of a situation. Qualitative research got accurate data by make a close relationship with the research subject in context and naturalistic setting. Based on Sugiyono (2010:24) to figured out complex social interaction the researcher need to elaborate with the qualitative methods by playing the role and deeply interview about social interaction. Thus, it will be found the clear pattern of relation. Miles and Huberman in Swandi (2008:22) emphasize qualitative method trying to express some unique in individual and group, overall of society or organization in daily life, very detailed and can be scientific

responsibility. Furthermore, Swandi said, in qualitative research the researcher need or by others help is the main data collector. Because of that, when collect the data at the field the researcher need to take a role in society activity.

From above opinion can conclude as qualitative research is the method research to investigate phenomena in real life context, scientific corresponding with the real observation, from hat people said in interview, and by supported document. In qualitative research the main instrument for researcher is collecting data, that why need to keep and build tolerance and empathy, patience and objective then the scientific atmosphere not changed and keep stay.

1. Research Subject.

This research subject is the person considered competent and representative in giving the accurate, honest, and relevant information to research phenomena. The target subject is director of Cendana College as key informant in this research. Deputy director, head of study program, representative lecturer, representative college student, and representative parents, and stakeholder.

2. Technique Collecting Data

Base on Nasution (1992:54) in qualitative research the data should be gain directly by researcher personally with go to the field. Its mean can't be representative by others. In this research the technique in collecting data is by using some source like literature, observation, deeply interview, documentation and added technique like visual material technique, browse internet technique. Data that gained were analyzed in such a way so the data is valid and tested.

3. Technique Analyze Data

Analyze data has begun when the researcher goes in to field to collecting data, example: While doing interview, if the answer feels not enough, the researcher will come back to the field to ask the question until gain enough data. According from Miles and Huberman in Sugiyono (2010:246) that activity in analyzes qualitative data done interactively, and continues until completion, so the data is saturated. Activities in analyses the data is by data reduction, data display, and data conclusion. By the definition of reduction data then presented and held and take the conclusion.

FINDING RESEARCH

Based on the result of data analyze from various source like observation, documentation, and interview result after confirming with triangulation and diversification can be known and interpreted that director of Cendana College in leadership context implement superior interpersonal communication, involve: openness, supportive, positiveness, empathy, equality.

From the result of data analyze know that Cendana College is more progresses and develop from the side view of infrastructure and facilities, lecture system and teaching methods that can direct the college student to rill situation in field with confirm the theory and practice. College student quantity and quality are increasing every year. The percentages of acceptable graduate work are increasing by year to year. That does all prove the quality levels of Cendana College visionary leadership with clear context of interpersonal communication.

This finding research is focusing in implementation interpersonal communication in managing Cendana College can be known from below factors:

1. Openness

Based on data analyze known that director in daily activities always utilize the time to get around to meet the college people, speak with people he met like about healthy, job and others. in this activity director as the leader be low profile like always openness, honest, good responding to others. By behave like this people in college will more confident to meet and speak with the leader while have the problem or ideas to be conveyed.

2. Supportiveness

Cendana College leader keep a good attitude that be proven from various opinion that received by respondent that director as the leader do by: respecting others opinion, responding different though, descriptively, good listener, speaking with subordinate as the importance things.

3. Positiveness

Positiveness implementation from the director of Cendana College in interpersonal communication context involve think positive to himself, think positive to others, make subordinate as a good talker, building a friendly atmosphere, creating inspiration, not suspicious. From data analyze director still consistently do it, from observation result we know there is high changing both in infrastructure, pride, encouraging, exterminate procrastination, increasing motivation and performance of civitas academica.

4. Empathy

Director in his leadership implement interpersonal communication in empathy way involve, understanding others, put himself in others position, talk about himself, touching, give motivate to college people. This activity done well and can feel the result. All civitas academika feel warmth, comfortable, safety and respected college people love and trust the leader as the role models. His implication creates responsibility work environment and increasing the performance of each position.

5. Equality

From the analyze result known that director in context of his leadership implement interpersonal communication by the form of equality involve build equality, utilize equality, speak to all level, keep familiarity and safety, adapt to the other person, not monopolizing the conversation.

All above activity done week and consistent by director, that can show from the observation there is a familiar communication between the leader an lectures, leader and college student and college people in every opportunity, whether is room, campus hallway, courtyard and campus sidewalk. Its mean there is no barrier, no rigid rules required to speak with director, he always responds anyone whose want to talk with him.

CONCLUSION

1. Openness of the director communicates in the context of his leadership is the skill of openness result the people in the campus have sense understanding and known each vision and mission of Cendana College.
2. Supportiveness of the director communicates may help him to understanding what the campus people want, can know and responds ideas and criticisms raised when communicating, and become valuable references for institutional performance development.

3. Positiveness of the director communicates may build the campus people trust to director leadership which is appreciated their opinion, they are part of Cendana college that have own role in develop Cendana College.
4. Empathy of the director communicates is the power for director to gather them as discuss friends, as partners to form a policy for the betterment of Cendana College.
5. Equality of the director communicates in leadership context is the leader strength in carry out his leadership duties, because he assesses togetherness means all he considered as valuable in giving ideas, though, criticisms build up Cendana College.

RECOMMENDATION

1. Director openness, supportiveness, positiveness, empathy, equality in communicating need to maintained and enhanced.
2. Leaders are expected to increase the frequency and weight of interpersonal communication to civitas academica so they always update their job performance.
3. Leader need to expand the relation with the external stakeholders, more and various stakeholders to anticipate Cendana College output becomes valuables outcomes.
4. Leader need to keep and increase reputation so that the trust of the service user community does not recede but is more intact and strong.

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